



Wisconsin DECA Board of Directors Meeting

February 13, 2015

DeForest Area H.S. - Main Office

TIME: 8:30 a. - 3:30 p.



I. Call Meeting to Order

John

- Meeting was called to order by John Webster at 8:40 a.m.

II. Welcome & Introductions –

- In attendance: John Webster, Scott Shriver, Paul Zollver, Michelle Kutz, Carl Hert, Keegan O'Brien, Tim Fandek, Terri Mackey, Melissa Bahson, and Micki Volk
- State Officer Team 49 - Mitch McMahon, Tom Brennan, Alyssa Comins, David Rautio, Katie Brown, and Riley VandenPlas

III. State Officer's Year in Review Reports –

Team 49

- *Presentations provided by State Officers with an update of their goals and accomplishments.*
 - Communication
 - Middle School DECA initiatives and Member of the Month
 - Increased social media at conferences and conference experiences
 - Social media outreach and consistent, branded messages
 - Alumni and business partnerships
 - Development of a community service guide, including six major initiatives

IV. Approval of Minutes — November Meeting –

John

- Motion to approve minutes - Scott Shriver
- Motion seconded - Michelle Kutz
- Motion carried

Reports

V. Financial Report –

A. Review 2013-2014 Draft Audit Reports

Tim

- [FY Draft DECA Audit Report](#)
- [FY DECA Management Letter](#)
- [FY DECA Governance Letter](#)
 - Reviewed and discussed three reports

B. SCDC & Anniversary Budget Discussion

Tim/Terri

- Discussion of FY 15 Budget and SDCC
 - Additional expenses for SCDC 2015.
 - Motion that the Wisconsin DECA Board appropriates up to \$2,000 to offset miscellaneous expenses associated with the 50th anniversary of SCDC 2015.
 - Motion seconded by Carl Hert

- Motion carries

VI. DECA Center Report –

A. Membership (*Impact 2016 SCDC*)

Terri

- Over 11,000 Wisconsin DECA membership
- 38 chapters reached the Diamond level
- Milwaukee Public Schools is a potential growth market

B. Events (SEM, CRLC)

Terri

- CRLC - 521 attendees, 31 chapters in attendance. Feedback was obtained by Terri for evaluation.
- SEM - 242 attendees, 12 chapters in attendance. Date was an issue for some chapters.

C. Sponsorship Update (*SCDC/Golden Anniversary/Guide*)

Terri

- Sponsorship guide was reviewed
- Sponsorship information for SCDC's Golden Anniversary was provided; including categories of sponsorship, sponsor names, and sponsorship amounts
 - Motion by Scott Shriver to spend all sponsorship money provided for the 50th Golden Anniversary during the 2015 SCDC event.
 - Motion seconded by John Webster.
 - Motion carried.
- Discussion of video production

D. Online Forms--Demo Formstack + Code of Conduct List

Terri

- A demonstration of Formstack was provided by Terri as well as an explanation of the uses of the application
- Discussion of frequency of code of conduct distribution

E. DECA Center Board Rep Update

Keegan

- Meeting is on 2/13/2015 p.m.
 - Two open positions on WI DECA Center Board
 - Plan to discuss evaluation of Terri Mackey

VII. Old Business –

A. SCDC Survey

Paul/Micki/Carl

- Survey to be conducted right after SCDC 2015
- Discussion of when professional events will be awarded (now Thursday)
- In the next flash report there will be clarification on what awards will be presented on Wednesday or Thursday so schools can dress appropriately

B. 50th Anniversary Event

Terri/Tim

- Covered during budget discussion
- Good support for School Administrator Day (approx. 30 administrators signed up, including CTE Directors and Superintendents)
- Approximately 50 Golden attendees
 - Opening ceremony speakers - Ray Yankus, Jay Fahl, Mike Nass, and Diana Stein (spread throughout program)
 - Potential parade of success
- Additional activities for students at the conference (interactive activities, promotional materials, etc.)

C. Liability insurance coverage update

Tim

- Paperwork is in the Business Office for final approval.
- Cost - approximately \$7200 for all advisors - includes liability coverage for chapter advisors for all local, state, national, and international trips.

D. Venue changes for SCDC--Status of 2016 & Beyond

Terri

- Book at Grand Geneva for 2016
- Appleton area - expenses are beyond expectations. Hotel space has diminished.
- Green Bay area - convention center is delayed
- Milwaukee - expensive
- Chula Vista - location issues

VIII. New Business –

A. Economics test back into events

John

- Requested to be discussed at full meeting
 - This will be an agenda item at SCDC 2015 meeting
- *Discussion by Board* - rationale to drop required Economics test was to follow ICDC competition

B. Voting delegates at ICDC

John

- Past issue - process was to submit a name as a non-competitor spot, with the requirement that the non-competitor was to be a voting delegate.
- Non-competitor form has been revised to reflect a voting delegate status as an option for attending ICDC.
 - Discussion - if we don't have enough voting delegates, what do we do? (Currently need 19-21 voting delegates)

C. T-Shirt Requirement for State dance

John

- Requested to be discussed at full meeting
 - This will be an agenda item at SCDC 2015 meeting
- *Discussion by Board* - Tim responded to this agenda request via email. Policy was made for security reasons.

D. Best practices for projects & presentations

John

- Request from advisor to provide professional development to improve ICDC performance
- *Discussion by Board* - previous opportunities via Expect Excellence. Issues included: costs, judges, attendance. Also tried a mentorship program.

E. Redistricting

Tim

- A committee was formed in July 2013 to discuss the redistricting issues.
 - Each district had varying needs of redistricting
- *Discussion by Board* - should the districts decide upon redistricting on their own, or is this a Wisconsin DECA Board decision? The Board idea is to maintain boundaries, or split back to original districts

F. Adding descriptors to judges evaluations at districts

John

- Could be a conversation with event development?
- *Discussion by Board* - it has been positive to generate events by Wisconsin DECA advisors. Is it time feasible to ask more out of the writers?
- In the future, ask if writers would be willing to include definitions to the performance indicators for the judges within the judge's directions

G. Flat Rate - Filling rooms

John

- Issue with chapters not filling rooms with four people when it is an option for a conference.
- *Board Discussion* - filling rooms, quotas of rooms via hotel contracts, and the benefits of flat rate housing for the local chapter in budgeting.

H. State Officer Screening 2/14

Terri

- 25 candidates this year (increase from 21 last year)
- Kyle will be here to lead. The agenda will include two interviews
- 12 will move onto SCDC 2015
- Candidates will be notified within a few days

I. Quota review

Tim

- District Finalist--Individual vs. chapter
 - Original design was for individual success.
 - Expectations at Districts - tabulation provided information to Wisconsin DECA of 1st and 2nd place winners.
 - District 4 - the chapter owns the spot.
 - Motion to that the chapter owns the 1st and 2nd District finalist's spot at the State Career Development Conference by Melissa Bahson.

- Motion was seconded by Michelle Kutz.
- Motion carried.

● *Cancellation of Districts?*

- Quota is impacted by the cancellation of a District conference due to weather
 - Motion by Scott Shriver that if there is a cancellation due to weather, that the individual district decides how the 1st and 2nd Place allocation spots will be awarded based upon the contests that were set to run for that year's district competition.
 - Seconded by Carl Hert.
 - Motion carried.

● *SBE/Virtual Business Qualifiers & quota impact*

- 2015 SCDC - 20 SBE Gold Certifications or Recertifications
 - If we would have had allocations for SBE this year, there would have been 60 spots allocated.
 - Currently two spots allocated as a project spot; therefore, a chapter could use the bonus spot for SBE.

● *Projects*

- 2015 SCDC - 118 spots for projects from 60 chapters.
- *Board Discussion* - Good for emerging chapters or new advisors. If we get more projects, it may be more competitive to move onto ICDC.

● Membership ratio (current 18:1)

- No change

J. WI DECA Leadership Specialist Update

Tim/Kyle

- Update from Kyle - three years in this position.
 - Leadership development and training - full leadership curriculum (online), phone calls, presentation style
 - Recommendation - someone who is very passionate about building up the team
 - State officer management and initiatives - connection with President on a weekly basis (ensure deadlines and time management), and weekly team updates, monthly Google hangouts.
 - Recommendation - make it a quick start with the state officer team (email early), make sure goals are in the SMART framework. Expectations should be more task oriented rather than brainstorming. Start officers with certain tasks - provide a starting point of what officers should do.

- Event and logistics - team arrives early to practice and prepare for the conference. Now practicing much earlier than before. The agendas have included more specific details of information for an event.
 - Recommendation - keep structure

K. Request for additional agenda items

John

IX. Next Meeting – May meeting will be “doodled” – Conference Call

X. Adjourn Meeting at 3: p.m.

- Motion to adjourn by Scott Shriver
- Motion seconded by Paul Zollver
- Motion carries